


Direct message Joe Phillips, Joseph Magnani and Raf Onak -
2023-06-21 (UTC)

Private 

6/21/2023, 10:45 PM UTC

Joe Phillips, Joseph Magnani and Raf Onak

Has Deletions

Has Edits

RO

Raf Onak

@Joseph Magnani i have some alts for the wisconsin title. can you put these in situ and i can email them to the group?

1

You're about to leave the app and go to an external website. Apple is not responsible for the privacy or security of purchases made on the web.

(for this one, let's also remove the last sentence from the body copy)

2

You're about to leave the app and go to an external website. This external website doesn't support the App Store's private and secure payment system.

3

Purchases made on external websites are not supported by the App Store's private and secure payment system. By continuing, you will be taken to an external website.

4

You're about to leave the app and go to an external website. Some App Store payment features, like refund requests, will not be available.

6/21/2023, 10:45 PM
UTC



JM

Joseph Magnani

ok, done 6/21/2023, 11:10 PM UTC



6/21/2023, 11:10 PM UTC

I had to remove the last sentence on 1-3 6/21/2023, 11:10 PM UTC

hopefully flowing the learn more inside is possible too

6/21/2023, 11:11 PM UTC

hopefully flowing the learn more inline is possible too

6/21/2023, 11:11 PM UTC

RO

Raf Onak

why isn't that link working for me 6/21/2023, 11:11 PM UTC

JM

Joseph Magnani

hmm, maybe tanya didn't add you? 6/21/2023, 11:12 PM UTC

ugh 6/21/2023, 11:12 PM UTC

U.S. District Court - NDCAL
4:20-cv-05640-YGR-TSH
Epic Games, Inc. v Apple Inc.
Ex. No. **CX-1211**
Date Entered _____
By _____

RO

Raf Onak

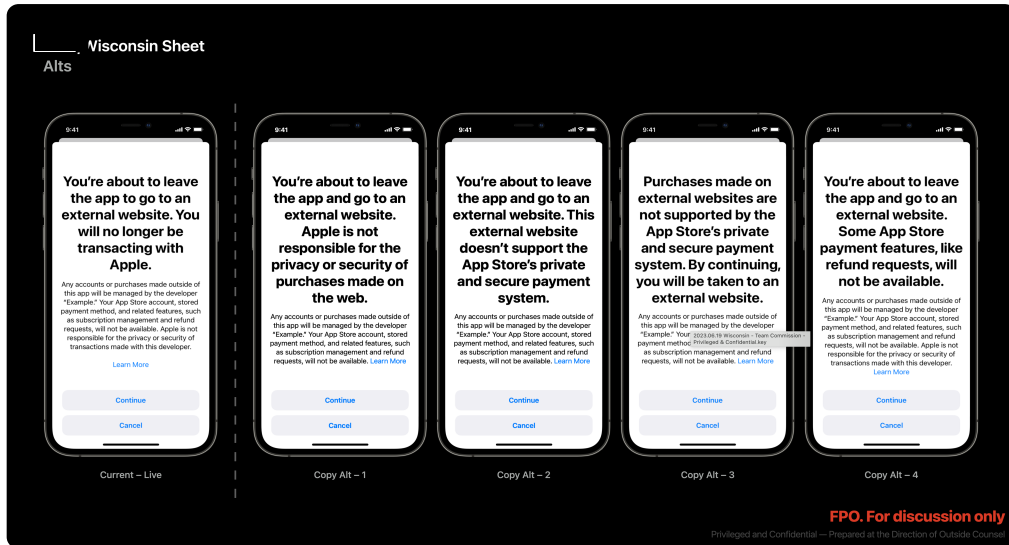
can you just screenshot those 4 options? 6/21/2023, 11:12 PM UTC

JM

Joseph Magnani

6/21/2023, 11:12 PM UTC

6/21/2023, 11:13 PM UTC



6/21/2023, 11:12 PM UTC



image.png 6/21/2023, 11:12 PM UTC

RO

Raf Onak

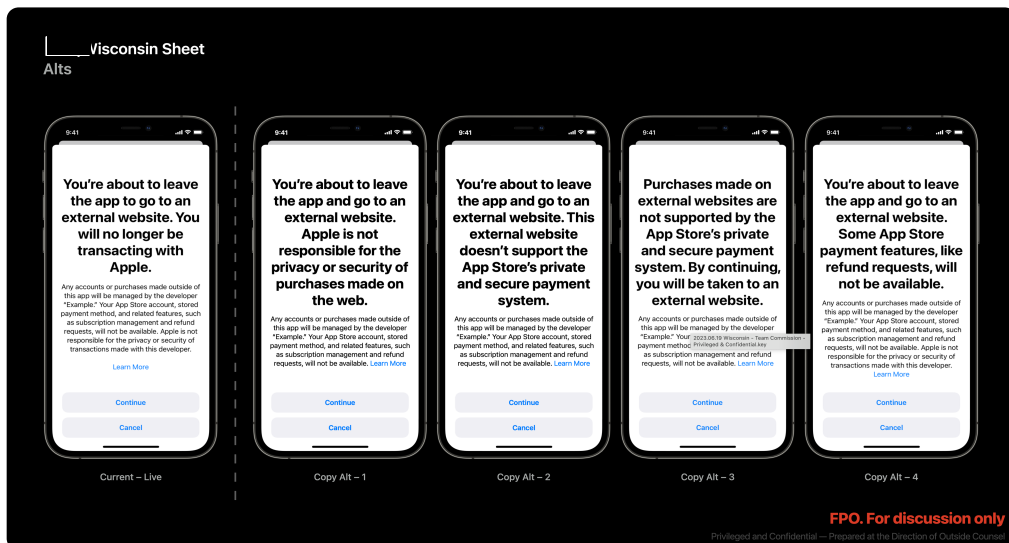
perfect 6/21/2023, 11:12 PM UTC

JM

Joseph Magnani

6/21/2023, 11:13 PM UTC

6/21/2023, 11:17 PM UTC



6/21/2023, 11:13 PM UTC



image.png 6/21/2023, 11:13 PM UTC

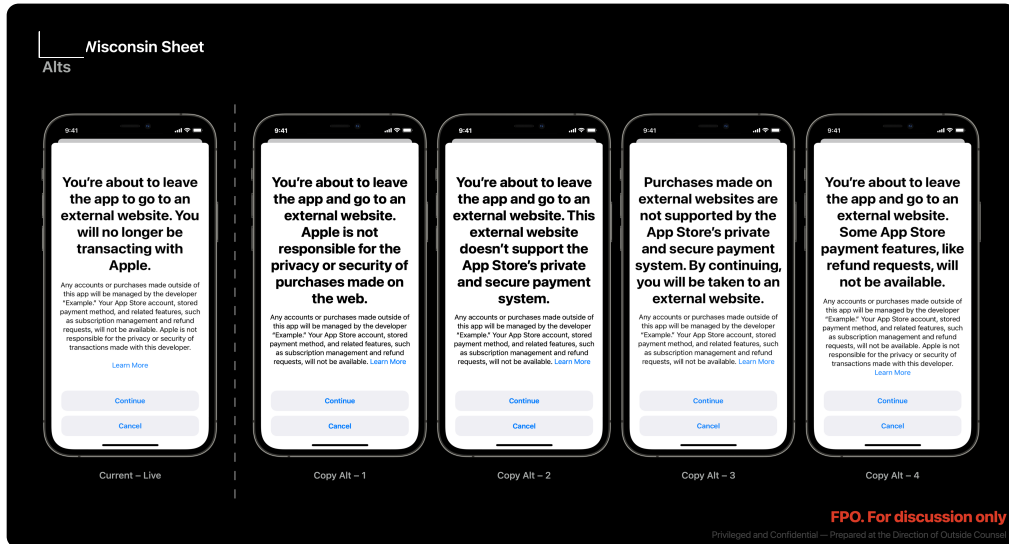
(resent wo the tooltip on top) 6/21/2023, 11:13 PM UTC

(resent wo the tooltip on top): 6/21/2023, 11:17 PM UTC

(resenging wo the tooltip on top): 6/21/2023, 11:17 PM UTC

(resending wo the tooltip on top): 6/21/2023, 11:17 PM UTC

6/21/2023, 11:16 PM UTC

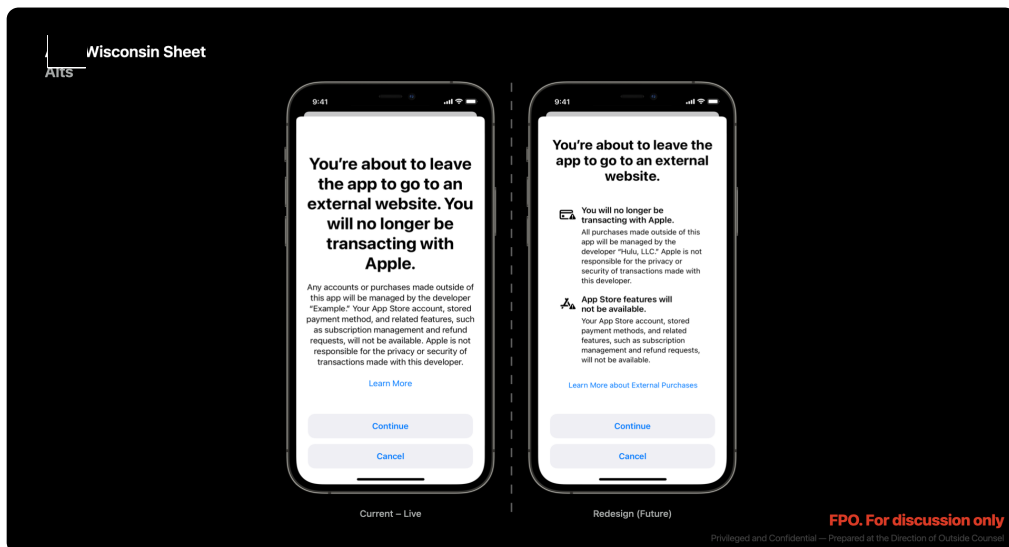


6/21/2023, 11:16 PM UTC

Screenshot 2023-06-21 at 4.13.11 PM.png 6/21/2023, 11:16 PM UTC

RO Raf Onak
you good with this one? sending soon haha 6/21/2023, 11:18 PM UTC

JM Joseph Magnani
6/21/2023, 11:18 PM UTC



6/21/2023, 11:18 PM UTC

2023.06.19 Wisconsin - Team Commission - Privileged & Confidential.001.png 6/21/2023, 11:18 PM UTC

this is the redesign comp 6/21/2023, 11:18 PM UTC

APL-EG_11019824; APL-EG_11284518

APL-EG_11554415

well, i dont think any of these look good, but i think its inevitable 6/21/2023, 11:20 PM UTC

if they want more copy in the headline 6/21/2023, 11:20 PM UTC

RO Raf Onak
hahaha 6/21/2023, 11:20 PM UTC

JM Joseph Magnani
wo redesigning 6/21/2023, 11:20 PM UTC

maybe we could remove "and to go an external website"? 6/21/2023, 11:21 PM UTC

You're about to leave the app to go to an external website that doesn't support the App Store's private and secure payment system.

6/21/2023, 11:21 PM UTC

RO Raf Onak
yeah, that's another option. let's update #2 with that one 6/21/2023, 11:22 PM UTC

i still want to keep some options with the original language just in case 6/21/2023, 11:22 PM UTC

JM Joseph Magnani
sounds good 6/21/2023, 11:23 PM UTC

how about the redesign? do you want to tweak any of that copy? 6/21/2023, 11:24 PM UTC

RO Raf Onak
i'm not going to send that yet. i'm going to add you to an email thread where we're just discussing the original title copy for now

6/21/2023, 11:25 PM UTC

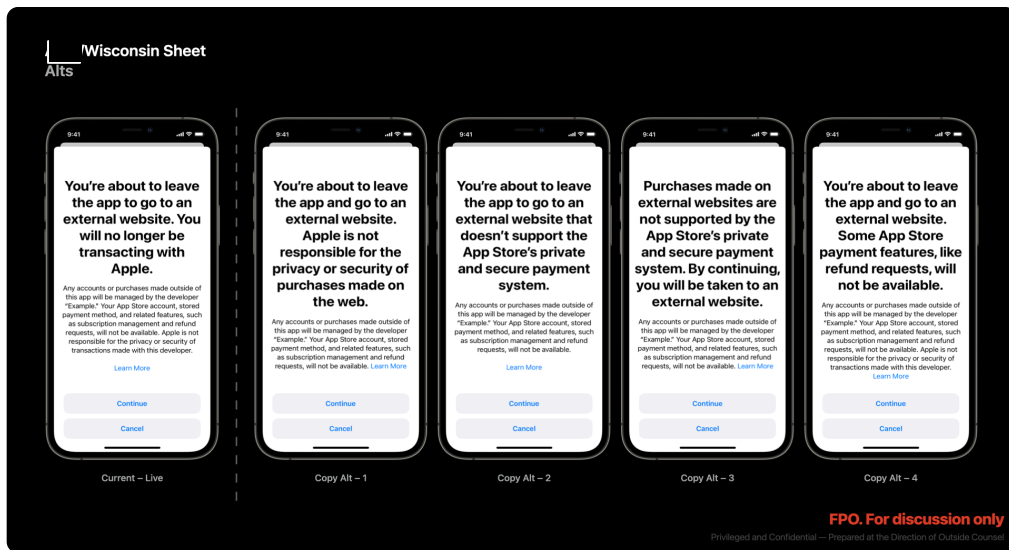
i just want to send these options out to get the wheels moving 6/21/2023, 11:26 PM UTC

JM Joseph Magnani
fair enough 6/21/2023, 11:26 PM UTC

here are both slides 6/21/2023, 11:27 PM UTC

□ 6/21/2023, 11:27 PM UTC

■ 6/21/2023, 11:32 PM UTC



6/21/2023, 11:27 PM UTC



2023.06.19 Wisconsin - Team Commission - Privileged & Confidential.001.png

6/21/2023, 11:27 PM UTC

RO

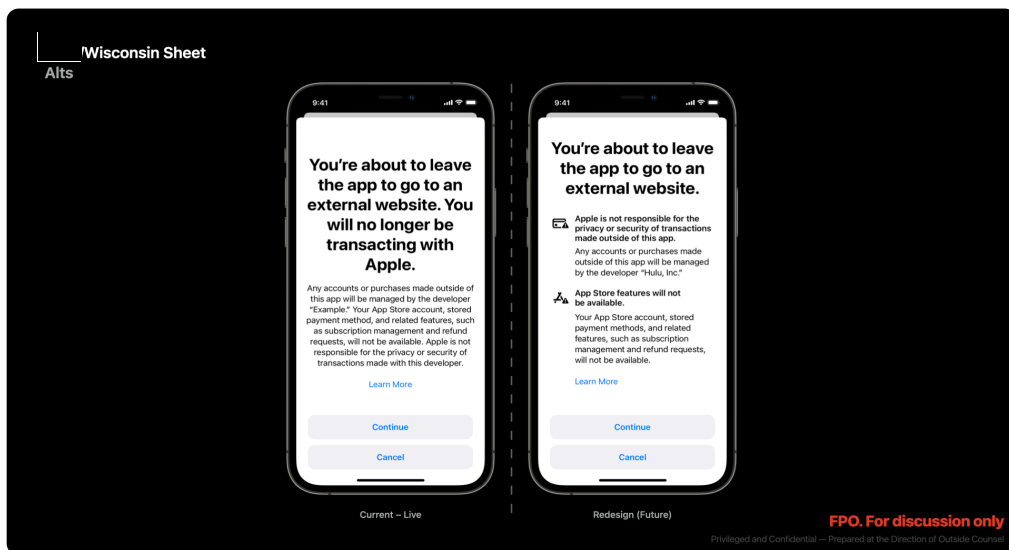
Raf Onak

thank you, sir 6/21/2023, 11:31 PM UTC

JM

Joseph Magnani

6/21/2023, 11:31 PM UTC



6/21/2023, 11:31 PM UTC



2023.06.19 Wisconsin - Team Commission - Privileged & Confidential.001.png

6/21/2023, 11:31 PM UTC

likewise! 6/21/2023, 11:32 PM UTC

JP

Joe Phillips

thanks both 6/21/2023, 11:34 PM UTC

just send out to that email and + joseph 6/21/2023, 11:34 PM UTC

APL-EG_11019824; APL-EG_11284518

APL-EG_11554417

